

suggests that the visual information displayed on the visual screen on the fuel dispenser is informational only instead of interactive, such as "reflect[ing] a card user's previous buying patterns, alerting them [customers] to specials on their favor brand items."

Claims 29 and 49 further require the step of the customer inputting a selection in response to the visual display. The Tandem Article does not disclosure or suggest the customer interacting in response to the video display on the fuel dispenser.

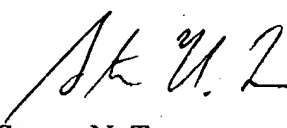
Further, claims 29 and 49 require the step of transferring the customer response from the fuel dispenser, in relation to the visual information interactively displayed to the custome, over a network and the service being transmitted back to the fuel dispenser. These steps are not disclosed in the Tandem Article as well.

In summary, the Tandem Article does not disclose either expressly or inherently each and every limitation of the independent claims 29 and 49 and therefore does not anticipate claims 29-35 or 49-55.

Respectfully submitted,

WITHROW & TERRANOVA, P.L.L.C.

By:

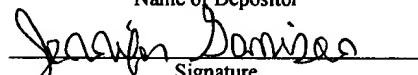

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